

FIG. 1

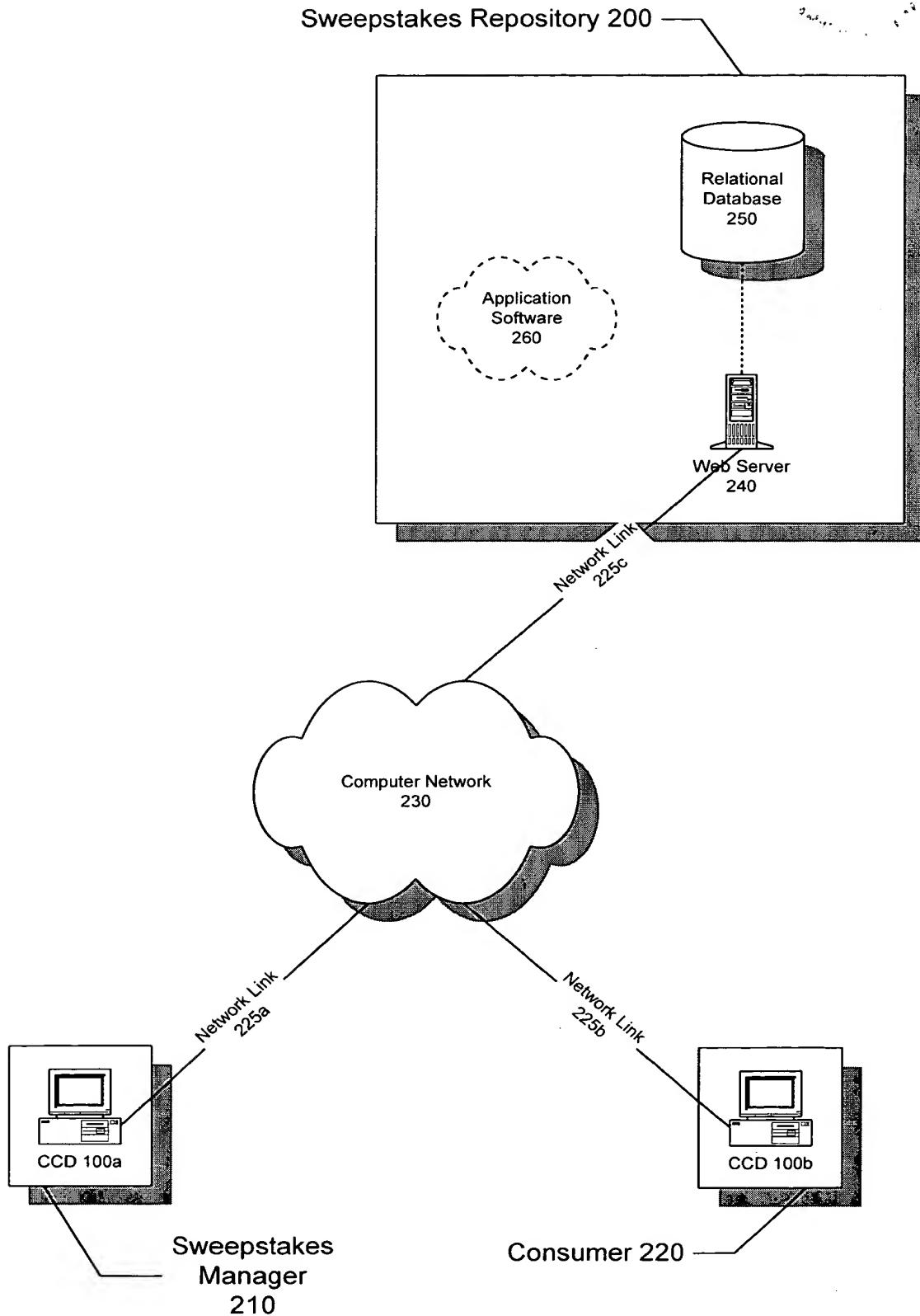


FIG. 2

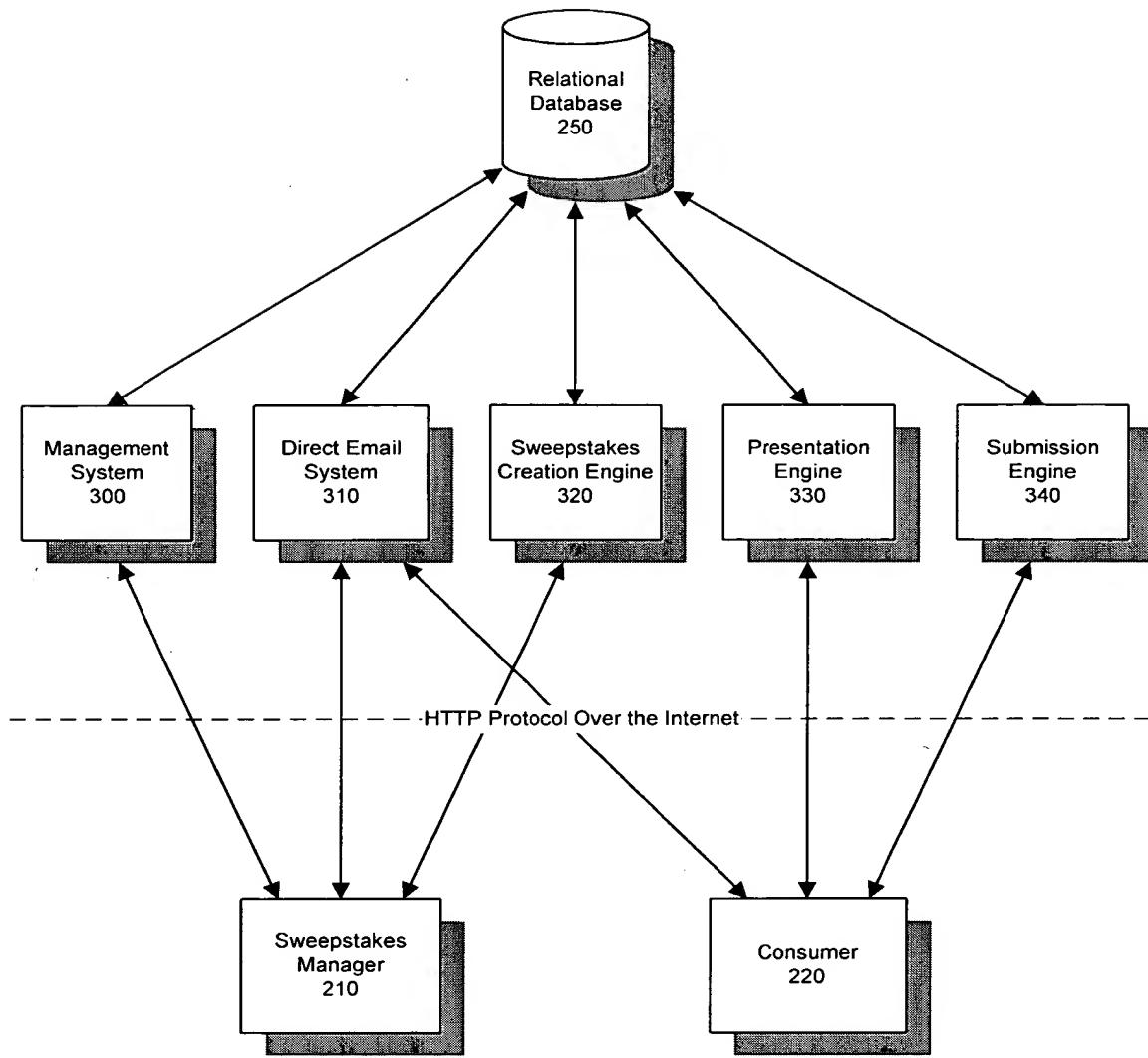


FIG. 3

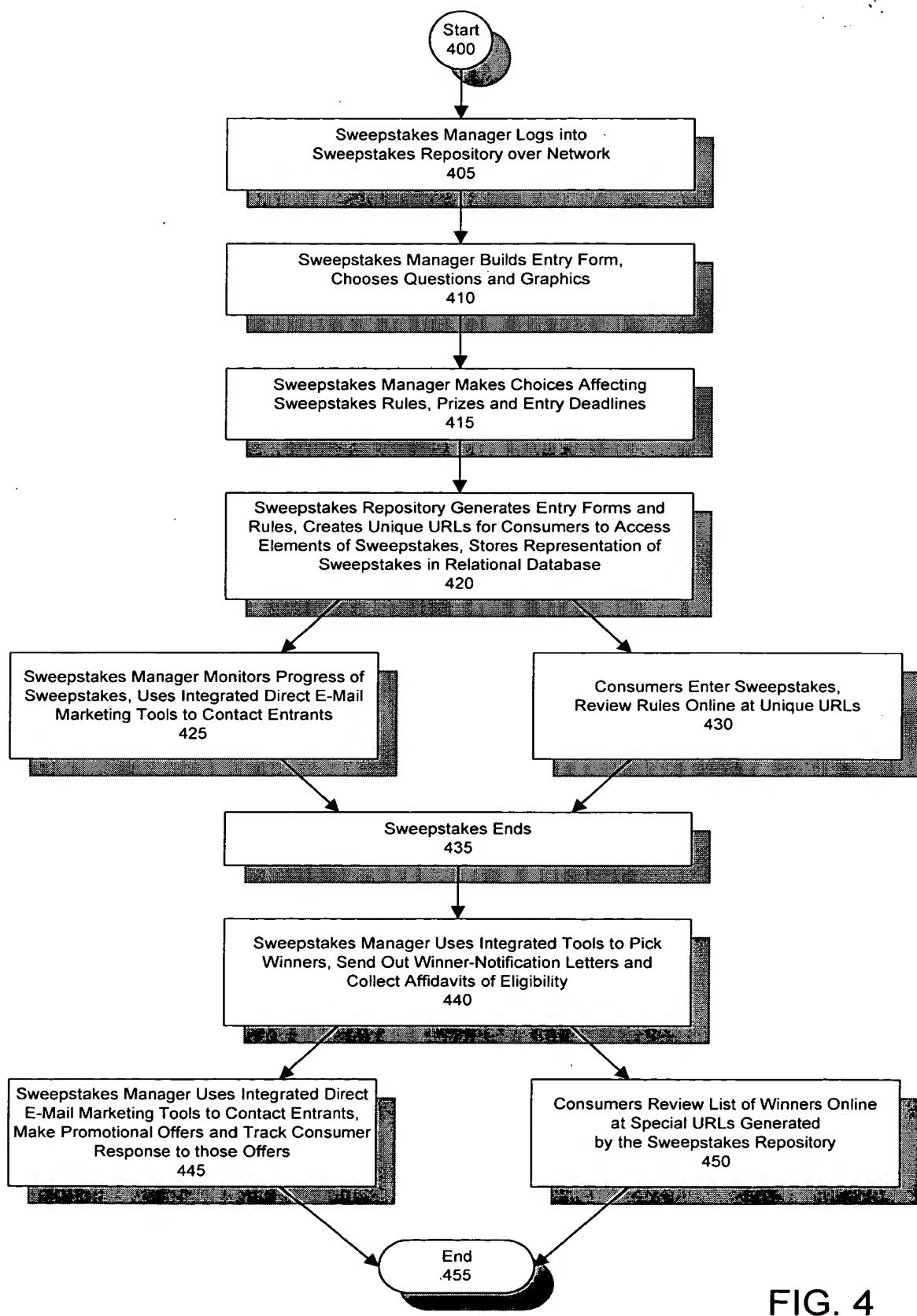


FIG. 4

TOP SECRET//~~NOFORN~~

Web Browser 150

Creating a Sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://sweepstakes.doubleclick.net/exec/createsweep

Go

Sweepstakes creation

Your New Sweepstakes

What is the title of this sweepstakes? Example: Win a free trip!

When would you like the sweepstakes to start?

What would you like your sweepstakes' nickname to be? Nicknames cannot contain spaces.

How many drawing dates will there be?

At each drawing, how many prize levels will you have?

Official Sponsor Information

This information is required for the Official Rules.

Sponsoring company name:

Address line 1:

Address line 2:

City, State, Zip:

Privacy Policy URL: ?

Initial Entry Form Questions

Don't worry -- you'll be able to change this later!

Email and Opt-Out Mailing List questions are required.

First Name Last Name Gender Age Income
 Education Level Street Address City State ZIP/Postal Code
 Tell a Friend!

Continue

Internet zone

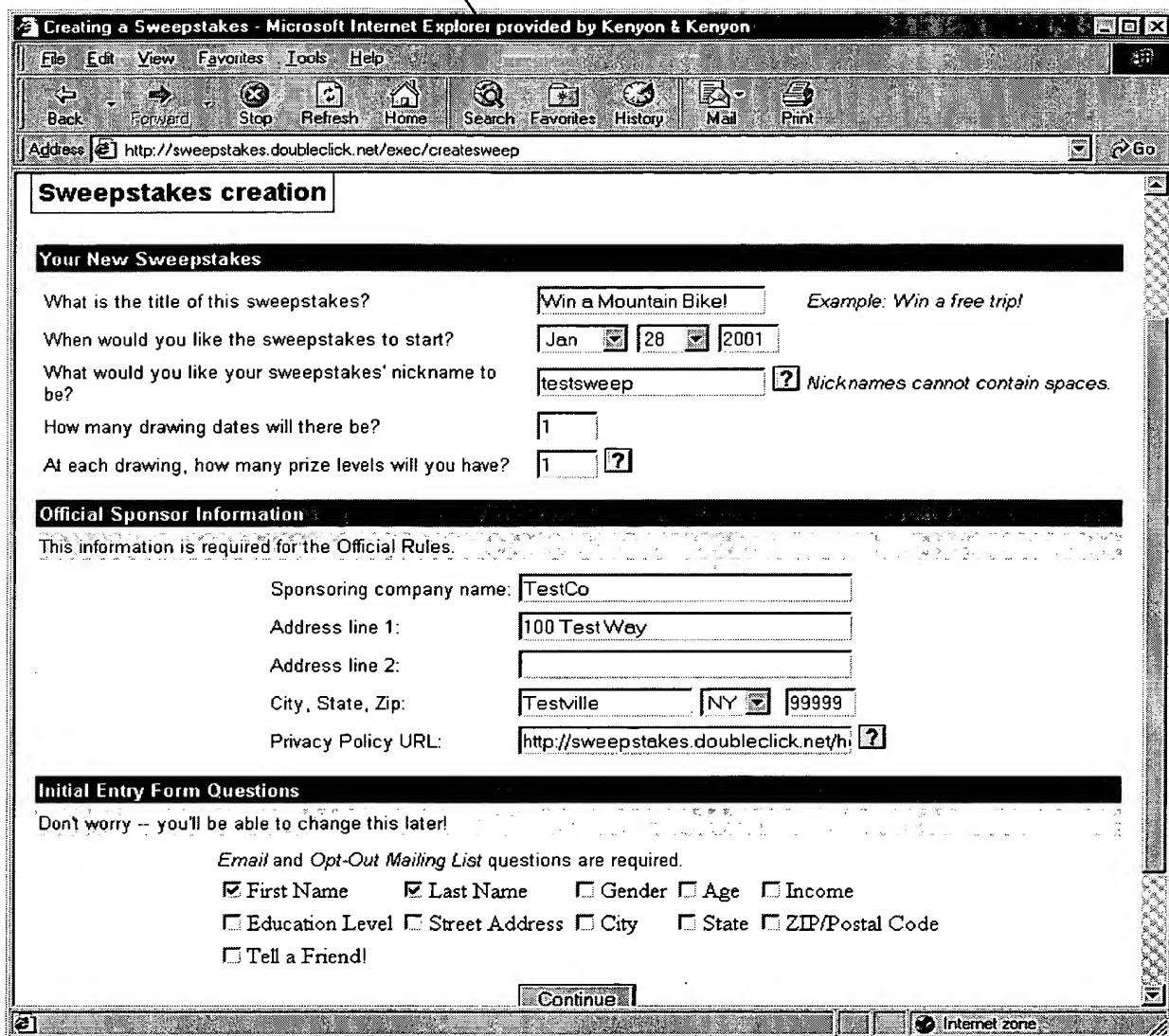


FIG. 5

Web Browser 150

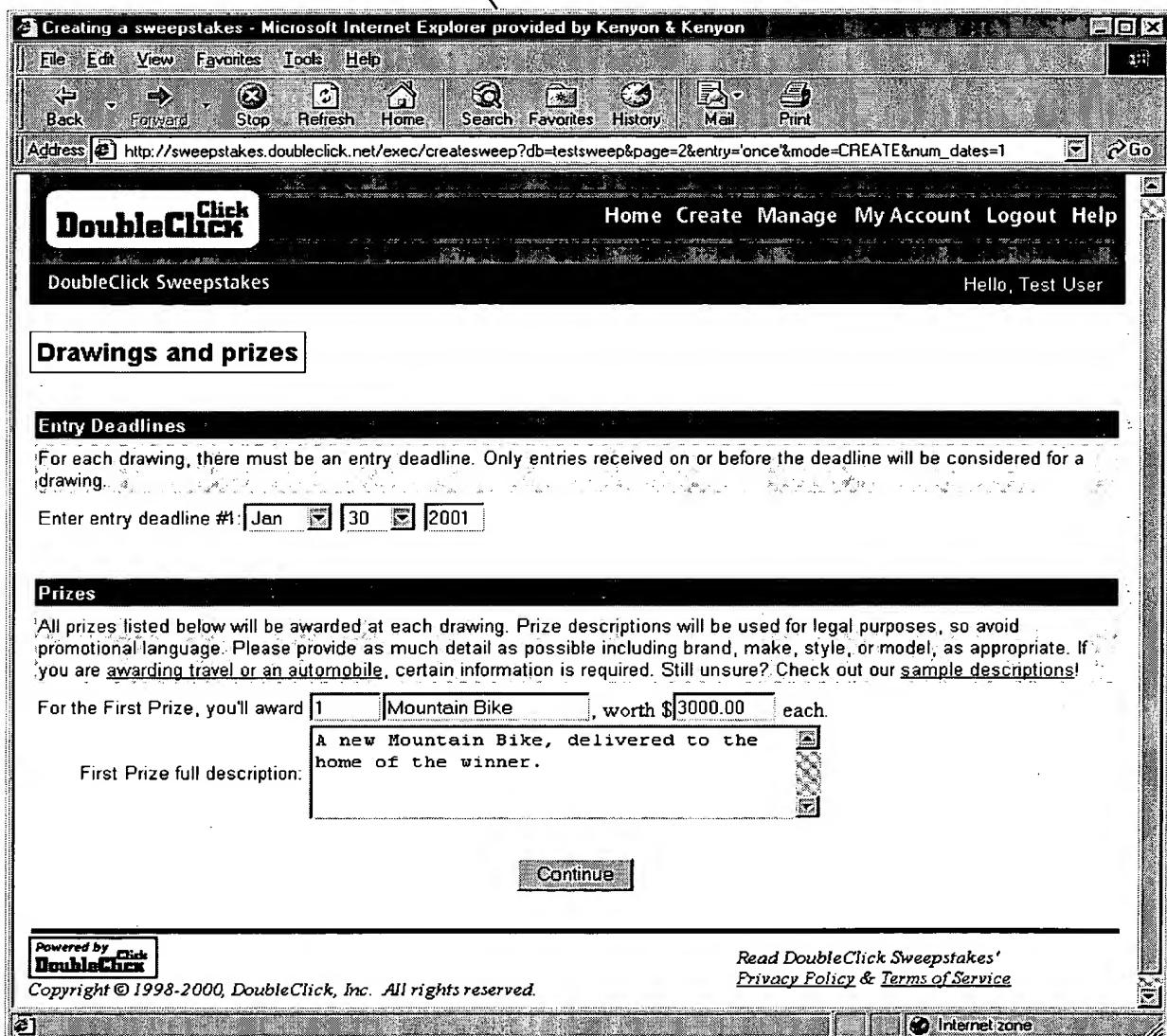


FIG. 6

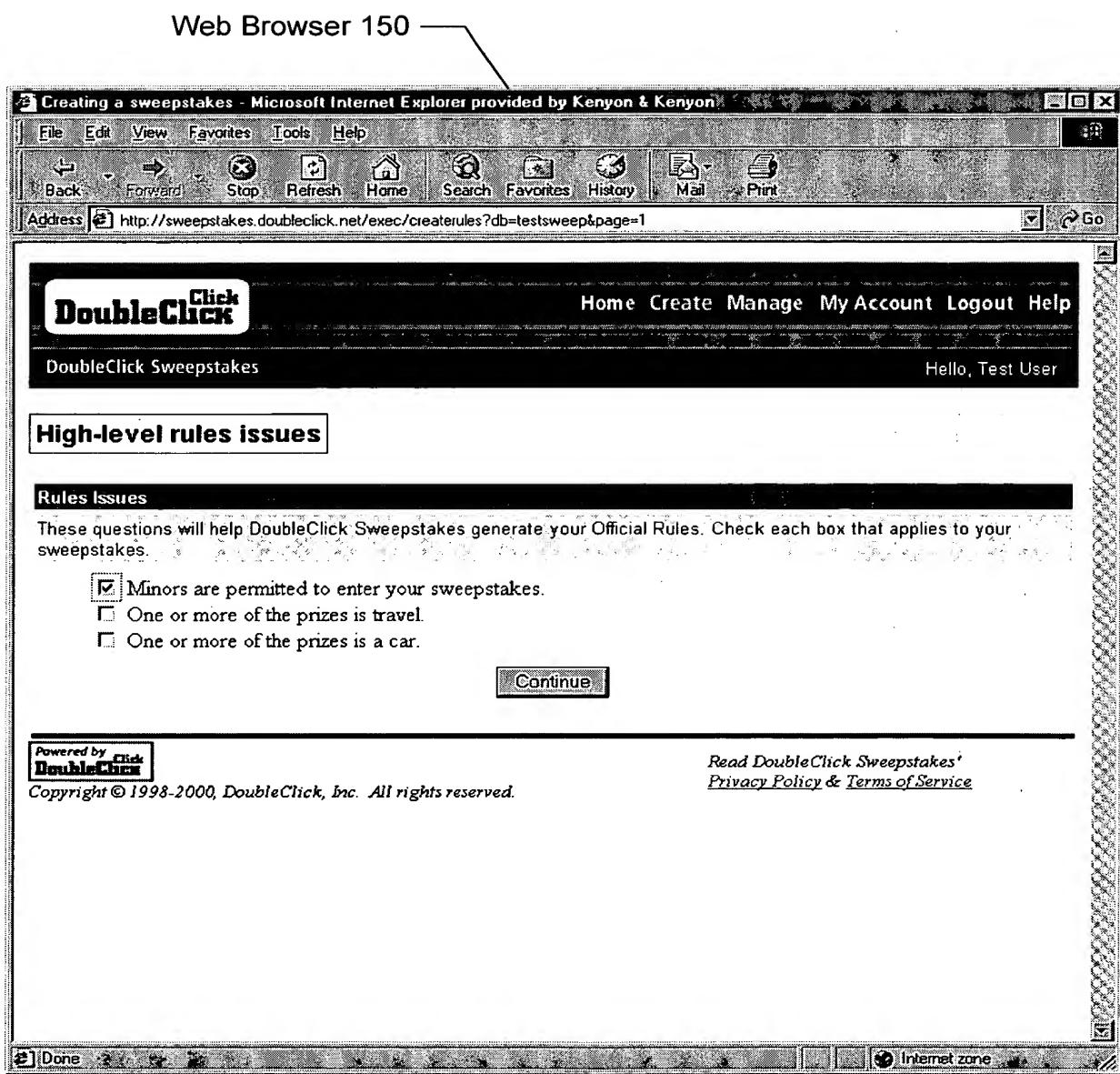


FIG. 7

Web Browser 150

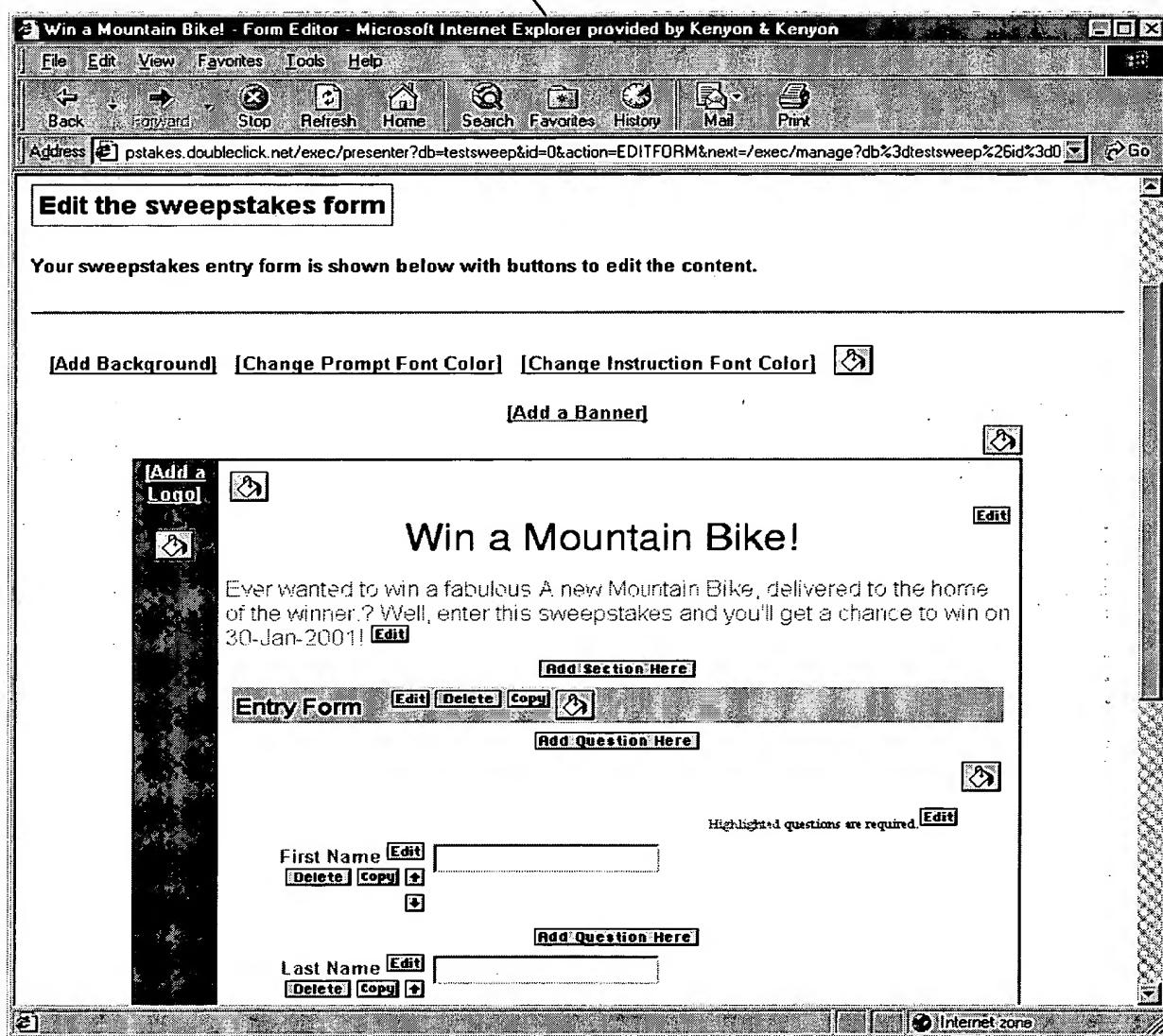


FIG. 8

Web Browser 150

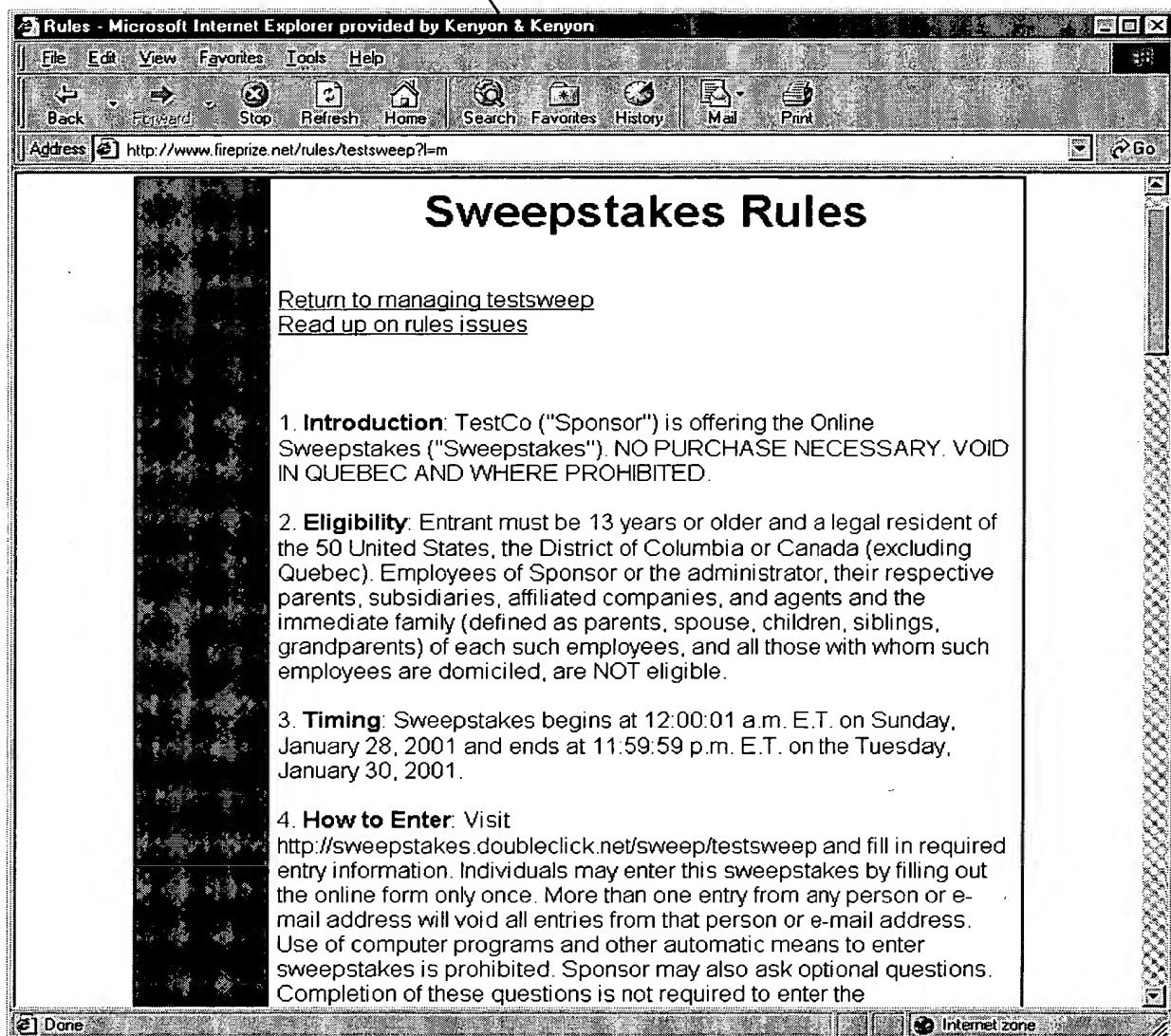


FIG. 9

Web Browser 150

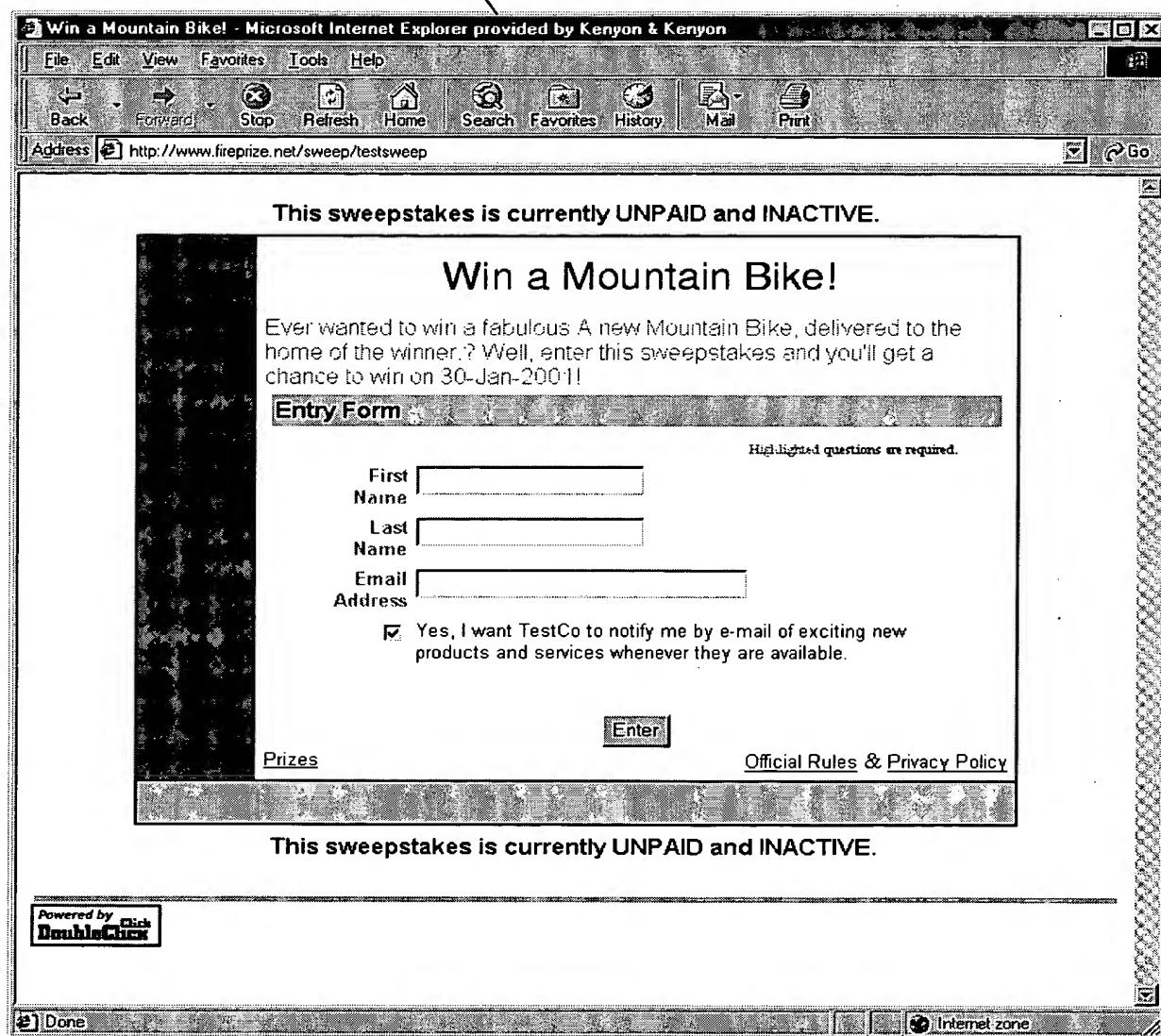
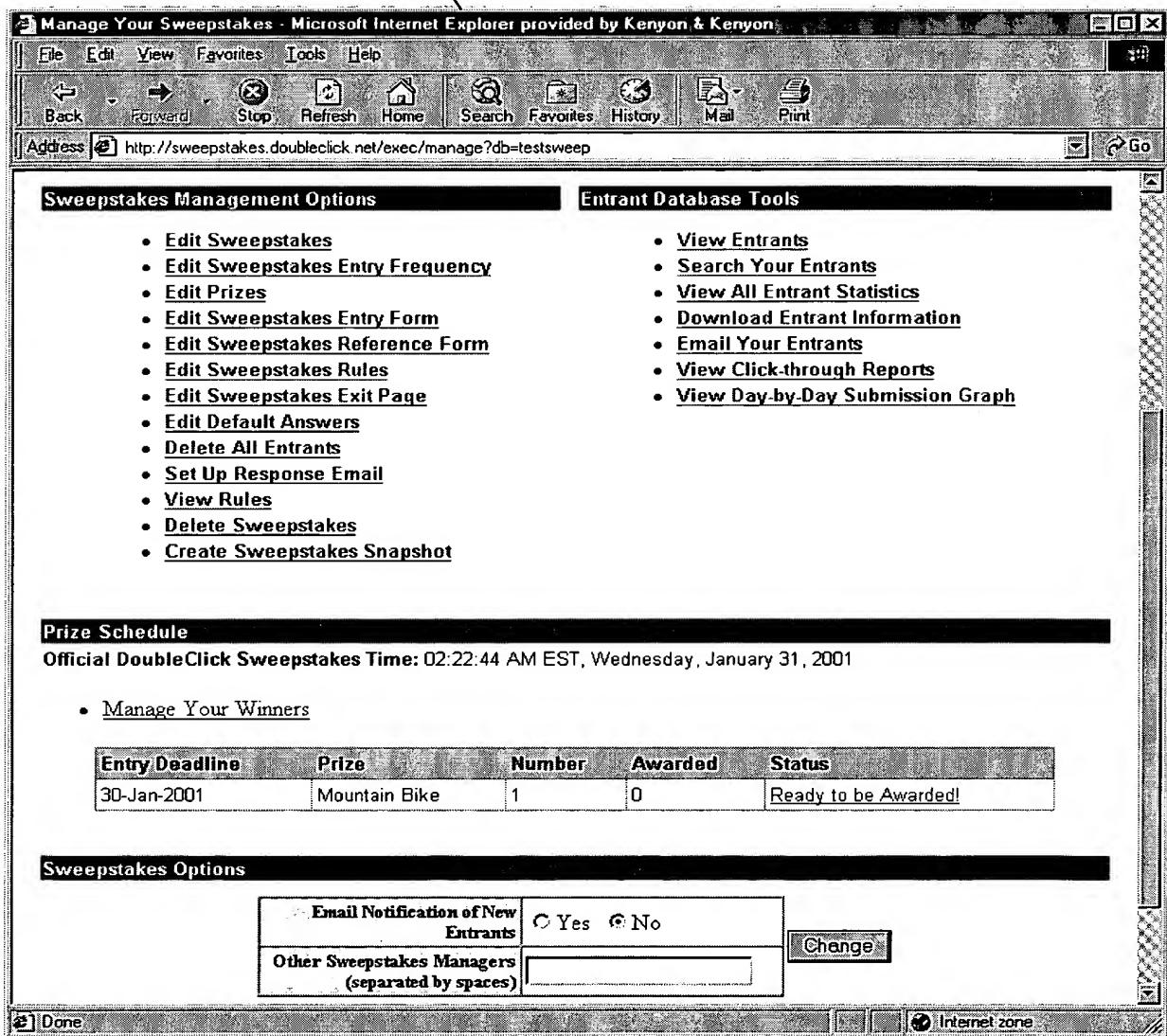


FIG. 10

Web Browser 150



Manage Your Sweepstakes - Microsoft Internet Explorer provided by Kenyon & Kenyon

Sweepstakes Management Options

- [Edit Sweepstakes](#)
- [Edit Sweepstakes Entry Frequency](#)
- [Edit Prizes](#)
- [Edit Sweepstakes Entry Form](#)
- [Edit Sweepstakes Reference Form](#)
- [Edit Sweepstakes Rules](#)
- [Edit Sweepstakes Exit Page](#)
- [Edit Default Answers](#)
- [Delete All Entrants](#)
- [Set Up Response Email](#)
- [View Rules](#)
- [Delete Sweepstakes](#)
- [Create Sweepstakes Snapshot](#)

Entrant Database Tools

- [View Entrants](#)
- [Search Your Entrants](#)
- [View All Entrant Statistics](#)
- [Download Entrant Information](#)
- [Email Your Entrants](#)
- [View Click-through Reports](#)
- [View Day-by-Day Submission Graph](#)

Prize Schedule

Official DoubleClick Sweepstakes Time: 02:22:44 AM EST, Wednesday, January 31, 2001

- [Manage Your Winners](#)

Entry Deadline	Prize	Number	Awarded	Status
30-Jan-2001	Mountain Bike	1	0	Ready to be Awarded!

Sweepstakes Options

Email Notification of New Entrants	<input type="radio"/> Yes <input checked="" type="radio"/> No
Other Sweepstakes Managers (separated by spaces)	<input type="text"/> Change

Done Internet zone

FIG. 11

Web Browser 150

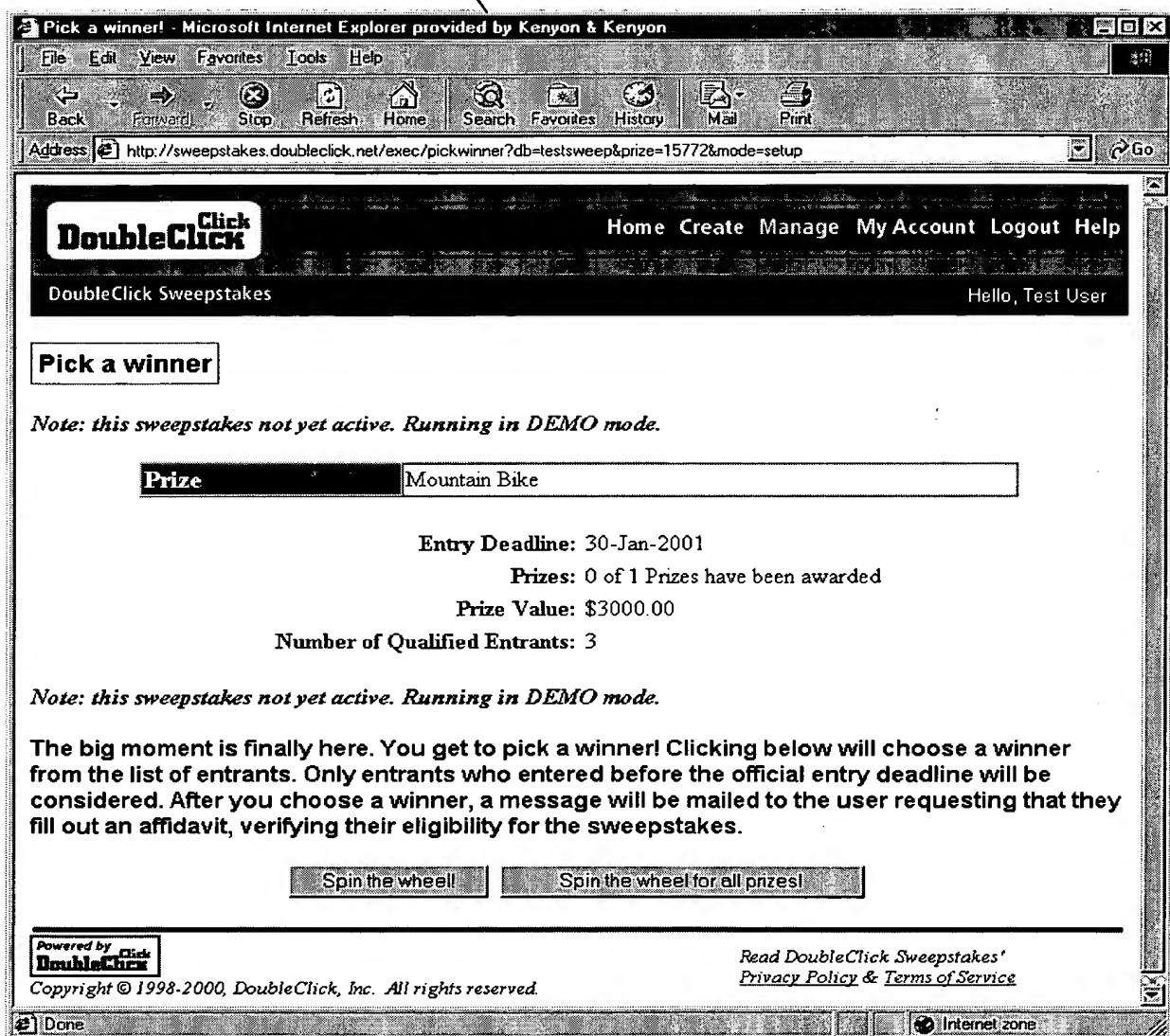


FIG. 12

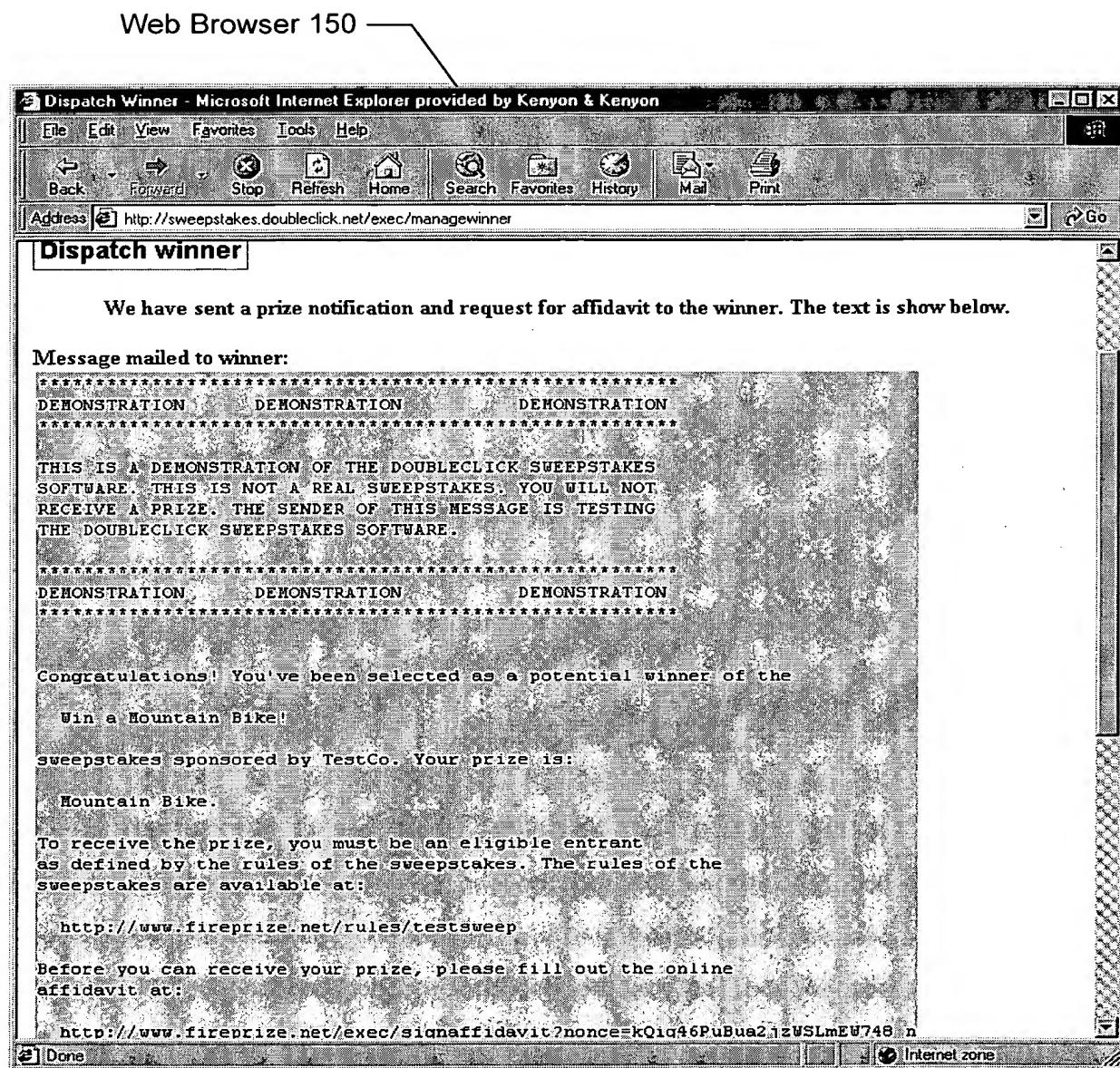


FIG. 13

Web Browser 150

Qualify for Prize - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address: http://www.fireprize.net/exec/signaffidavit?nonce=kQig48Pu8ua2zWSLmEW748_n

Go

Congratulations! You have been selected as a potential winner in the *Win a Mountain Bike!* sweepstakes organized by TestCo. To claim your prize, you must complete and submit this form. This is an affidavit to verify your eligibility, release the sponsor of liability, and authorize the sponsor to use your identity for publicity purposes as stated in the Official Rules. If you have any questions, please consult the [Official Sweepstakes Rules](#).

Your Prize: A new Mountain Bike, delivered to the home of the winner.

First Name

Last Name

Address

Address (2nd line)

City

State/Province

ZIP Code/Postal Code

Country

Date of Birth (m/d/y)

Day Time Phone

Social Security Number

US Residents Only *

* Social Security Number is required for prizes worth \$600 or more. Your SSN will be used only for tax purposes, and is required in order to claim the prize.

In order to receive your prize, you'll need to agree to the following three terms.

Please check all three:

I have read and agree to the rules of the sweepstakes and certify my eligibility.

I agree that the sponsor may use my name and likeness for promotional purposes as stated in

Internet zone

FIG. 14

Web Browser 150

Winner Winner Information - Microsoft Internet Explorer provided by Kenyon & Kenyon

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address: http://sweepstakes.doubleclick.net/exec/managewinner?id=2861&mode=show

Go

Submitted Affidavit

Affidavit Item	Answer
First Name	Jane
Last Name	Smith
Address (1)	29 Hawk Road
Address (2)	
city	Eagleton
State/Province	NY
Postal Code	10023
Country	USA
Social Security No.	999-99-9999
Date of Birth	08/08/80
phone	777-777-7777
Winner asserts their eligibility	Yes
Will Allow Use of Name/Likeness	Yes
Winner releases sponsor from liability.	Yes

Take Action on Potential Winner

The winner has filled out the online affidavit and the information appears above. Check it carefully to make sure the winner is eligible to receive the prize according to the rules. If so, mark their affidavit as acceptable. If not, disqualify the winner and you will be able to pick another.

Action: Accept Affidavit Disqualify Entrant

Sweepstakes Manager's Notes (stored with record):

Done Internet zone

FIG. 15

Web Browser 150

The screenshot shows a Microsoft Internet Explorer window with the title bar "DoubleClick Sweepstakes Entry Viewer - Full Entries - Microsoft Internet Explorer provided by Kenyon & Kenyon". The address bar contains the URL "http://sweepstakes.doubleclick.net/exec/displaydata?db=testsweep&id=0&page=0&action=CREATE". The page content is a DoubleClick Sweepstakes interface. At the top, there is a navigation bar with links for Home, Create, Manage, My Account, Logout, and Help. Below that is a sub-navigation bar with links for DoubleClick Sweepstakes, Hello, Test User, All Entries, Selected Entries (Search), View Entries, Download Entries, Email All Entrants, Statistics, Edit Entry Form, Other Manage Options, and a large "Win a Mountain Bike!" button. The main content area displays a table of 3 entrants:

Response	Entry Date	First Name	Last Name	Email Address	Yes, I want TestCo to notify me by...
Sort	Up Down	Up Down	Up Down	Up Down	Up Down
View Edit Delete	2001-01-28	John	Doe	John@Doe.com	no
View Edit Delete	2001-01-28	Jane	Smith	Jane@smith.com	yes
View Edit Delete	2001-01-28	Jack	Tyler	jack@tyler.com	yes

At the bottom, there is a "Powered by DoubleClick" logo, a copyright notice "Copyright © 1998-2000, DoubleClick, Inc. All rights reserved.", and links to "Read DoubleClick Sweepstakes' Privacy Policy & Terms of Service". The status bar at the bottom right shows "Internet zone".

FIG. 16



Creation date: 12-15-2004

Indexing Officer: ZBANGURA - ZAIN BANGURA

Team: OIPEBackFileIndexing

Dossier: 09775504

Legal Date: 03-23-2004

No.	Doccode	Number of pages
1	SRNT	14

Total number of pages: 14

Remarks:

Order of re-scan issued on